



**State of New Jersey**  
 DEPARTMENT OF LAW AND PUBLIC SAFETY  
 DIVISION OF CONSUMER AFFAIRS  
 BOARD OF VETERINARY MEDICAL EXAMINERS  
 124 HALSEY STREET, 6TH FLOOR, NEWARK NJ

CHRISTINE TODD WHITMAN  
 Governor

DEBORAH T. PORITZ  
 Attorney General  
 MARK S. HERR  
 Director

July 3, 1996

**VIA CERTIFIED MAIL  
 RETURN RECEIPT REQUESTED**

Mailing Address:  
 P.O. Box 45020  
 Newark NJ 07101  
 (201) 504-6500

Libby Nesvold, V.M.D.  
 Fort Lee Animal Hospital  
 534 10th Street  
 Palisades Park, NJ 07650

Dear Dr. Nesvold:

This is to advise you that the New Jersey State Board of Veterinary Medical Examiners has had the opportunity to review the enclosed advertisement wherein you offer a 10% discount on your services.

The Board's initial review discloses what appears to be a violation of N.J.A.C. 13:44-4.8 (e) 2 which provides that;

*"offers of discount or fee reductions shall indicate the fixed or stated range of fees against which said discount is to be made. Where an "across the board" discount is offered, such as "10% of all fees", the advertisement shall, at the least, include a list of the regular fees of common, representative services along with a statement that a complete list of veterinary services and the regular fees therefor is available for examination at the veterinarian's office."*

The Board has assessed a \$200.00 penalty for the above cited violation. You are hereby offered the opportunity to settle this matter and avoid the initiation of a formal disciplinary proceeding by signing the enclosed certification, paying a civil penalty in the amount of \$200.00, and ceasing and desisting from said inappropriate advertising. Alternatively, you may waive your right to a hearing and submit a written statement or explanation to the Board. The Board may consider this statement and render a final decision. You may also request a hearing in which case the matter will be scheduled and this Uniform Penalty Letter will serve as the

July 3, 1996

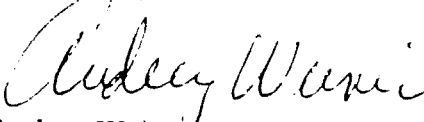
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Attorney General's Complaint. At the hearing you may, either personally or with the assistance of counsel, submit such testimony or other evidence as you may deem necessary in order for the Board to finally determine whether the unlawful acts set forth herein have been proven.

Please be advised that if you request a hearing, the Board will not be bound by the terms stated in this letter, and may, after presentation and evaluation of all the evidence presented, impose any sanctions contained in N.J.S.A. 45:1-22, which include revocation or suspension of license, as well assessment of penalties up to \$2,500.00 per violation. You should also be aware that the Board may assess civil penalties in an amount greater than that herein offered in settlement. Additionally, the Board may, if the facts are found to so warrant, enter an order requiring the restoration of any monies acquired by unlawful acts and the payment of all costs involved in this matter. The Board may also direct that you cease and desist from continued practice of acts found to be unlawful.

The enclosed certification should be signed and returned to the Board with your indicated course of action within ten (10) days following receipt hereof. In the event that the Board receives no response within ten (10) days, the allegations contained herein shall be deemed admitted and the Board will proceed to finally review this matter and enter an appropriate final order in relation hereto.

Very truly yours,

  
Audrey Weiner  
Assistant Director

AW:jf  
Enclosure  
c Brenda Lewis, DAG

Date Mailed July 3, 1996  
Receipt Number P165 334 102

\$200.00  
Ch #2615  
Chemical Bank

FILED

JUL 11 1996

BOARD OF VETERINARY  
MEDICAL EXAMINERS

### CERTIFICATION

*I have received the Board's letter dated July 3, 1996 regarding alleged violations of the Board's enabling act and/or Board regulations.*

**PLEASE CHECK ONE:**

- ☒ The allegations set forth therein are acknowledged, and I enclose herewith a check of \$200.00 payable to the State of New Jersey.
- ☐ I hereby waive any right which I may have to a hearing in this matter and submit a written statement for the Board's final consideration in this matter.
- ☐ A hearing on this matter before the Board is hereby requested.

Libby Nesvold, V.M.D.  
(Signature)

Dated: 7/8/96

Libby Nesvold, V.M.D.  
(Print Name)